GOVERNMENT OF INDIA
URBAN DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:4131
ANSWERED ON:10.08.2016
Gaps in SBM
Kamal Nath Shri ;Mukherjee Shri Abhijit;Scindia Shri Jyotiraditya Madhavrao;Sreeramulu Shri B.;Vasava Shri Mansukhbhai Dhanjibhai

Will the Minister of URBAN DEVELOPMENT be pleased to state:

Will the Minister of URBAN DEVELOPMENT be pleased to state:
(a) whether the Government has recently found several gaps in Swachh Bharat Mission (SBM) and if so, the details thereof;

(b) whether a high powered committee has been constituted by the Government to map and monitor the communication strategy and the implementation of the SBM and if so, the details thereof;

(c) the extent to which high powered committee is going to ensure proper implementation of the programme;

(d) whether the Government has conducted any Information, Education and Communication (IEC) in SBM and if so, the details thereof; and

(e)whether these inventions have brought some behavioural changes at ground level and if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF URBAN DEVELOPMENT

(RAO INDERJIT SINGH)

(a) : Progress of the Swachh Bharat Mission is reviewed from time to time. On the basis of these reviews the rate of Central Assistance to the State Governments has been enhanced for various components of the Mission viz Community Toilets and Solid Waste Management. Provision of assistance for Public Toilets and Urinals has also been introduced.

(b)& (c): Yes, Madam. A High Powered Committee has been constituted to coordinate and monitor intensive multimedia campaigns for dissemination, outreach and advocacy of Swachh Bharat Mission and Ganga Rejuvenation. Composition of the High Powered Committee is annexed.

(d)&(e): Information, Education and Communication (IEC) is a continuous and on-going process. A variety of IEC initiatives have been taken till date through citizen engagement, thematic drives, brand ambassadors engagement, social media engagement, nukkad nataks, poster/banners etc. The Centre/State Govts./UTs have spread awareness and made efforts to bring behavioural change among the people through these initiatives. As a result 115 cities/towns have become ODF.

ANNEXURE REFERRED TO IN LOK SABHA UNSTARRED Q. NO. 4131 TO BE ANSWERED ON 10.08.2016 REGARDING GAPS IN SBM:
<pre>
The Composition of High Powered Committee (HPC):
1. Hon'ble Minister, M/o Information & Broadcasting Chairman
2. Minister, M/o Drinking Water & Sanitation Member
3. Minister, M/o Urban Development Member
4. Minister, M/o Water Resource & Ganga Rejuvenation Member
5. Minister, M/o Women & Child Development Member
6. Minister, M/o Human Resource Development Member
7. Minister of State, M/o Information & Broadcasting Member
8. Secretary, M/o Information & Broadcasting Member
9. Secretary, M/o Drinking Water & Sanitation Member
10. Secretary, M/o Urban Development Member
11. Secretary, M/o Water Resource & Ganga Rejuvenation Member
12. Secretary, M/o Women & Child Development Member
13. Secretary, D/o School Education & Literacy Member
14. Joint Secretary (Policy & Administration), M/o Information & Broadcasting Member Secretary
</pre>

******